

ORDER



Orders
Order / Rev: 53171
Alt Order #:
Product Desc: ESTIMATE 11757
Estimate: 11757
Flight Dates: 09/10/12 - 09/16/12
Original Date / Rev: 08/29/12 / 08/30/12
Order Type: CIA - O

KUCW-TV

Primary AE: Office Accounts
Sales Office: SLC
Sales Region: Local

Agency Name: Media Strategies & Research
Buying Contact:
Billing Contact:
 1580 Lincoln Street
 Denver, CO 80203

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Matheson for Congress 2012
Demographic: HH
Product Codes: US Congress
Priority: P-3
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 08/27/12 | 09/13/12 | 3 | \$895.00 | \$760.75 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|----------------|----------|-----------------|-----------------|-------------|
| September 2012 | 3 | \$895.00 | \$760.75 | 0.00 |
| Totals | 3 | \$895.00 | \$760.75 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Office Accounts | | | Start Of Order - End Of Order | 100% |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------|-------|-------------------|-----------------|--------------------------------|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|----------|
| E 1 | KUCW | 09/11/12 | 09/11/12 | M-F 6p-630p M-F 6p-630p | CM | 6p-630p | -T----- | :30 | 1 | \$300.00 | P-3 | 0.00 | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 09/10/12 | 09/16/12 | -T----- | | 1 | | | | \$300.00 | | 0.00 | | | |
| E 2 | KUCW | 09/12/12 | 09/12/12 | M-F 630p-7p M-F 630p-7p | CM | 630p-7p | --W---- | :30 | 1 | \$450.00 | P-3 | 0.00 | NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 09/10/12 | 09/16/12 | --W---- | | 1 | | | | \$450.00 | | 0.00 | | | |
| N 3 | KUCW | 09/13/12 | 09/13/12 | M-F 10p-1030p M-F 10p-1030p | CM | 10p-1030p | ---T--- | :30 | 1 | \$145.00 | P-3 | 0.00 | NM | 1 | \$145.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 09/10/12 | 09/16/12 | ---T--- | | 1 | | | | \$145.00 | | 0.00 | | | |
| Totals | | | | | | | | | | | | | | 3 | \$895.00 |